We are considering candidates at two experience levels for one open position.

The selected candidate will be hired at the level that best aligns with their experience and qualifications

Marketing Representative

POSITION SUMMARY:

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Our Marketing Representative is a key individual in establishing and developing the strong relationships we have with independent insurance agents who represent the company. The position entails a significant amount of interaction with agencies as well as with multiple departments within the company. Having the appropriate amount of product and process expertise to inform and educate agency personnel as well as the appropriate skills to deal with agency management issues are integral to the position.

The territory this position covers includes regular travel within a designated area of Massachusetts, primarily in Boston/North of Boston.

Principal accountabilities that align with Quincy Mutual's core competencies, including:

Communication & Relationship Building

- Act as the primary liaison between agencies and company. Maintain complete understanding of the company's products and systems as well as those maintained by agencies.
- Effectively manage assigned agency relationships as assigned with the goal of driving profitable growth to achieve financial and operational targets.
- Develop professional and productive relationships with agency principals and their staff to ensure the placement of preferred business with the company.
- Establish a position as a trusted advisor to all agency staff particularly within the framework of company philosophy.
- Ensure that new agencies receive the proper support to achieve desirable results.
- Demonstrate responsiveness, personally and corporately at all times.
- Cultivate the marketing territory to improve the quality of agency representation through the appointment of qualified agencies. This includes participating in the rehabilitation or even termination of poorly performing agencies.

Delivery & Productivity

- Actively participate in managing assigned agency production of premium volume in line with Quincy Mutual corporate goals. Participate in developing, executing, and adjusting business plans, including strategic components. Particular emphasis is upon aligning these with key Personal & Commercial Lines business strategies.
- Train agency personnel on company products and programs & processes.
- Participate in the initiation of sales, distribution and profitability strategies.
- Independently build and cultivate mutually beneficial processes such as those relating to prospecting, business planning, engagement training, etc.
- Gather current competitive and marketing intelligence and analyze, interpret, and communicate potential impact to the company to internal stakeholders.
- Collaborate, influence and support internal business partners including Underwriting, Production, Management, Claims &/or Loss Control.

- Review production and profitability results with agencies on a regular basis as required.
- Provide feedback to the company on competitor factors such as product, pricing or programs impacting the business interests of the company or its agency relationships.

JOB REQUIREMENTS:

EDUCATION:

- Work related Bachelor's Degree or equivalent industry experience.
- Advanced Degree / Professional Designations, i.e., CPCU, CIC are preferred.

EXPERIENCE:

- Minimum of 6 Years Property & Casualty insurance field sales / marketing experience working with Independent Agents required.
- Must have a proven and established record of developing and maintaining strong agency relationships in the marketplace.
- Demonstrated marketing experience in managing agency aggregations.
- Strong technical skills in insurance and MS Office software.
- Proven success in agency training along with superior presentation skills.
- Highly effective written and oral communication skills, including presentation, persuasion, timing, tact and negotiation skills.

SKILLS:

- Interact and communicate effectively with all levels within each agency and the Company.
- Works independently and possesses strong organizational and time management skills.
- Strong interpersonal skills, including an ability to manage change and conflict.
- Exercises strong judgment skills with the ability to be assertive in a professional, balanced manner.
- Ability to develop the respect and confidence of independent agents and to promote the company's sales of profitable business through those agents.
- Dedicated to continuous improvement in daily labor using creativity to apply new approaches to job requirements.
- Must have a valid driver's license and favorable driving record.

At Quincy Mutual Group, we are dedicated to creating a gratifying and rewarding workplace, emphasizing integrity, communication, and a supportive environment. Join us to be a part of a team where your contributions are valued and your growth is nurtured.

Salary Range: $100,000 - $125,000 per year. This range is a good faith estimate which reflects the annual salary we reasonably expect to pay for this specific full-time position at the time of posting. The actual salary offered will be based on several factors including the candidate's experience and qualifications.